

IMPACT REPORT 2024

#

Shine
DIDIT

A word from the founder

2024 symbolized quality and stability. Even though the numbers kept growing, as did our impact, we focussed on securing following aspects:

- We started a **strategy journey** with our Board of Directors, thinking about our growth strategy. Real growth is only visible when we're able to deepen our impact or widen it.
- We invested time and efforts in the **internal growth** of our team, professionalization of our policies, systems and internal organization.
- We stayed focused on pre-starters and starters, and building further on our **partner ecosystem** to refer entrepreneurs to.

However, while focussing on stability we didn't shield away from new ideas or inspiration. 2024 was the first time for:

- A birthday celebration: We celebrated 5 years #SheDIDIT with our beloved partners while giving the stage to our womenpreneurs.
- A festival #SheBlossoms in Plein Publiek: A day dedicated to female and diverse entrepreneurship. Together with our sponsors and hundreds of visitors, they enjoyed performances, workshops, and a market!
- A new coaching location, Wintercircus Ghent: Grateful to be one of their Impact Partners and being able to coach womenpreneurs from that region.
- An international award: we were granted the European Inclusive Entrepreneurship Award by ENII in Madrid, being recognized for our approach.

Up to a 2025 that marks our further growth, somewhere between considerable and inspired by the so many opportunities there are in diverse female entrepreneurship!

Lien Warmenbol, CEO



#SheDIDIT IMPACT 2024



The full team





ANNO 2025

PROGRAMS



Group program for youngsters



Diverse concept store in Antwerp



1-1 business coaching for (pre)starters



Interest free loan

community



Matchmaking



Online & offline events



Online learning



5 Years ANNIVERSARY
WITH PARTNERS



Programs & Impact

Empowering change

Impact in numbers

To ensure our impact, we ask our womenpreneurs to fill in an initial measurement and compare it with a final measurement. This is a great way for them to reflect on their growth process.

What is tested before and after the trajectory	Begin	End
1. Knows the step to take before launching	28%	81%
2. Ability to make a financial plan	13%	77%
3. Knowledge about marketing plan	19%	78%
4. Knowledge about Belgian landscape	20%	73%
5. Skilled enough to plan and organize	83%	89%

team of coaches



Manon Acke Moembo, Rosemary Dede, Bérénice Sunzu, Wendy Agyin
Karima El Moussaoui, Aimée Lobé, Lien Warmenbol, Patty Maureira

“

I've learned that it's important to set achievable goals. I also learned what distinguishes you from others must be clearly communicated and reflected in how you present your business. And also how many clients or sales I need in order to meet my financial goals.

The coachings gave me the needed clarity. It has boosted my confidence to start a business in a country other than my own.

I loved their approach, my coach listened to my problem/story and together we looked for a solution. It led to me taking initiative to look things up, gather more info and discuss with my coach.

”

Impact in a case

Viktoria B. fled Ukraine with her family, leaving behind her successful bakery. Determined to stand on her own and continue her passion for baking, she started a business in Belgium without knowing the system or costs involved. It was overwhelming, but through our coaching she gained the legal knowledge and how to manage her expenses.

Her bakery “Tortocake” is now thriving, but growth is difficult. With only a temporary residence permit, she can't secure a loan to move to a commercial location. Despite this challenge, Viktoria keeps pushing forward. Every cake she bakes is a testament to her resilience, her passion, and her dream.

Wendy Agyin
Head Business
coach





turn your business vision into reality

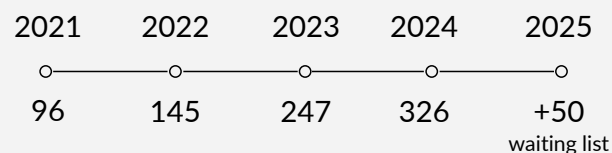
2024 in a nutshell: #SheMeansBusiness is our personalized 1-on-1 business coaching program for (pre-)starters in Flanders and Brussels. We offer coaching in Dutch, English, French, and Spanish. In 2024, we expanded our team of business coaches to include finance and sales experts, ensuring we meet the needs of our womenpreneurs even better. This expansion was also essential to address the demand, as we began the year with + 30 women on our waiting list.

Another milestone was becoming a recognized pre-starters trajectory by VLAIO. Besides our Basic program, we have a Premium trajectory with more coaching session, delve deeper and offer feasibility studies.

We're turning visions into reality!



Our growth over the years:



326

Coachees

AGE GROUPS

3,9 % | 18-20 y/o
37,5 % | 20-29 y/o
33,9 % | 30-39 y/o
16,6 % | 40-49 y/o
6,8 % | 50-59 y/o

PROFILE

28,7 % | Working
20,2 % | Self-employed
17,9 % | Looking for a job
14 % | Student
19,2 % | Inactive

TOP 5 FIELDS

- Creative industries
- Hospitality & Tourism
- Consultancy
- Fashion
- Beauty & Wellness

MAIN NEEDS

74,2 % | Business plan
10,5 % | Financial plan
6,5 % | Marketing
8,5 % | Others



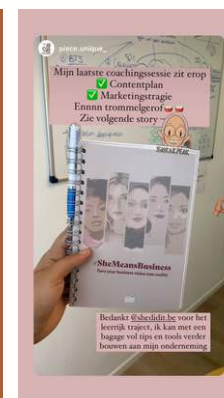
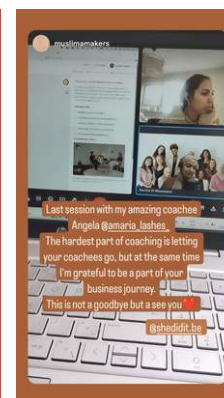
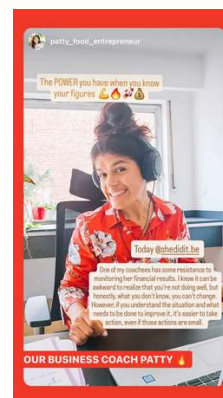
LOCATIONS

Our coachings are online or in person



CULTURAL BACKGROUND

28,5 % | Europe *like Poland and Ukraine*
23,8 % | North Africa *like Morocco*
22,6 % | Sub-Saharan Africa *like Congo DRC & Ghana*
14,2 % | Asia *like India & Türkiye*
7,1 % | South-America *like Brazil & Suriname*
2,5 % | North-America
1,2 % | Middle-East



STORIES BEHIND THE BRAND

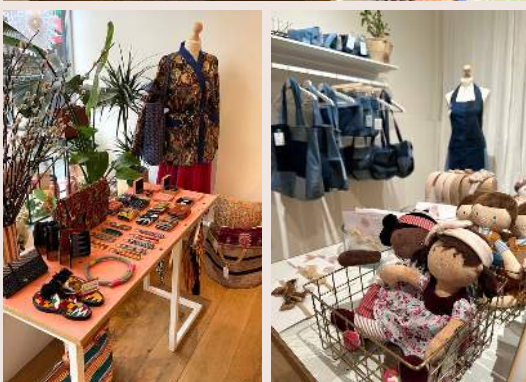


“The one who sees far” or **Apoena**, in indigenous Brazilian, represents the holistic approach of founder Nathy. The meaning of the name reflects her vision to go beyond ordinary solutions, aiming for a lasting and positive impact. Since 2022, Nathy has been promoting holistic self-care products made from sustainable, natural ingredients that benefit both people and the planet.

Apoena offers a thoughtfully curated selection of natural, ethical, and sustainable products designed to enhance your journey of self-care, self-discovery, and connection with both the community and the planet. Each product is personally tested and selected before it reaches the store, ensuring it meets their high standards so that only the finest offerings are available to you.

A business idea can come in the strangest ways—like on vacation, as was the case for Christelle. As the founder of **Kolina Designs**, she combines her Belgian upbringing with her Congolese heritage to create unique home accessories and clothing pieces.

Established in 2022, Kolina Designs aims to express pride in Christelle's roots by crafting contemporary products, including T-shirts and accessories, that incorporate traditional African textiles. The heritage isn't just in the fabrics; it's also in the fact that her mother makes everything, safeguarding the mission to offer quality and cultural authenticity. Perfect touch to your home decor or clothing!

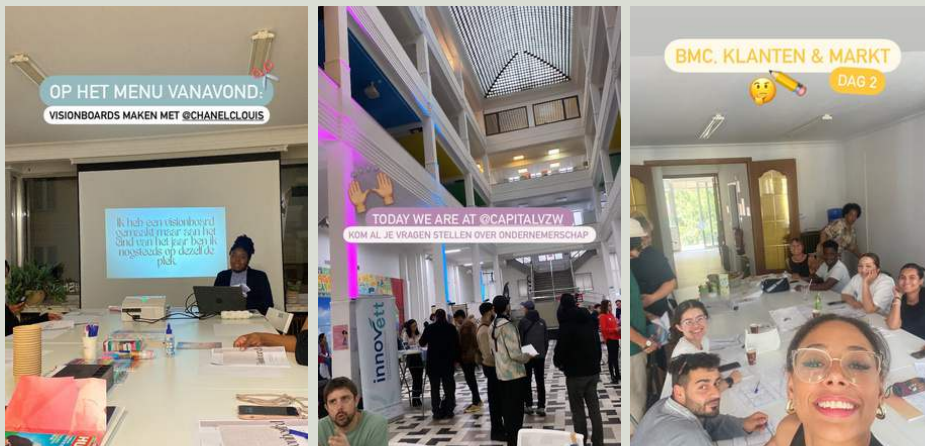


Sandra de Jager,
Store Manager



2024 in a nutshell: Youthpreneurs is our group program for youngsters (15 to 30 y/o). It's designed for those discovering their talents and experimenting with their entrepreneurial skills. Our program offers trajectories, single workshops, and bootcamps. We're committed to education but also focus on soft skills and personal growth. That's why we give them opportunities to host workshops or events and even join our youth board.

In 2024, we not only remained in Antwerp but also expanded to Brussels for a second time with our trajectory in French. As we look ahead, we'll be focussing more on our impact. Youngsters are the future and always worth the investment.



149 Youngsters

AGE GROUPS

4,9 % | 15-17 y/o
18,1 % | 18-21 y/o
33,3 % | 22-25 y/o
43,8 % | 26-29 y/o

PROFILE

48,6 % | Student
20,1 % | Working
20,1 % | Looking for a job
6,9 % | Other situations
4,2 % | Self-employed

STATUS

59,4 % | Idea, but no plan
25,9 % | Might have an idea
14,7 % | No idea or plan

PROGRAMS

- 3 x 10 week trajectory
- 2 x 2/3 days bootcamp
- 1 x 1 week Summerschool
- 7 x Atelier workshops

MAIN NEEDS

reasons why they joined the program

- Building self-confidence and motivation
- Guidance and structure to get started
- Gaining knowledge and skills
- Expanding network and connections
- Personal growth and self-development



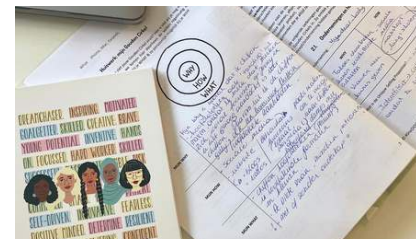
CULTURAL BACKGROUND

38,9 % | Sub-Saharan Africa *like Congo DRC & Somalia*
30,6 % | North Africa *like Morocco*
14,6 % | Europe *like Russia & Belgium*
8,3 % | Asia *like Afghanistan & Türkiye*
3,5 % | South America *like Ecuador*
2,1 % | Middle East *like Palestine*
2 % | North America *like Mexico*



TOP IDEAS

- Fashion
- Beauty
- Creative services
- Food products
- Mental health focused services



“

I feel that I've stepped out of my comfort zone more, and I am proud of it. I have discovered a different side of myself—one I didn't even know existed—all thanks to you. I've experienced personal growth, and I am truly grateful for everything.

I never dared to take the step because I was afraid of failing and feared that entrepreneurship wouldn't be for me. But thanks to Youthpreneurs I realized the contrary!

”

Impact in numbers

To ensure our impact, we ask our youngsters to fill in an initial measurement and compare it with a final measurement. This is a great way for them to reflect on their growth process.

What is tested before and after the trajectory

	Begin	End
1. Knows the step to take before launching	30%	95%
2. Knows how to fill in a BMC	25%	90%
3. Has a network to rely on	34%	92%
4. Trusts its own capabilities to start	42%	95%
5. Confident enough, even when failing	42%	82%

Angela Bosjnak
Youthpreneurs coach

Harisonne Meert
Youthpreneurs manager



The pitchers





closing the female funding gap

2024 in a nutshell: Our #SheFUND was created to tackle the female funding gap. Out our business coaching it became clear that many womenpreneurs struggled to take the necessary steps to grow their businesses, primarily due to lack of access to capital.

Unlike traditional microloans, #SheFUND allows entrepreneurs to start with smaller amounts, focusing on impact, specifically aligned with the Sustainable Development Goals (SDGs). While impact investing often emphasizes ecology, #SheFUND prioritizes social impact and the unique challenges faced by female founders.

The #SheFUND is also a circular fund. Women that received a loan contribute to funding new entrepreneurs through their repayments. The fund is currently supported by donations from the community and external donors, which can include entrepreneur, companies or others. In 2024 we focussed on supporting and guiding the first winners in their trajectory, to finetune our program and launched the second edition in October.



€26.500
raised in 2023

28
registrations

→ **5**
after 1 round

→ winners to be
announced
in 2025



"The #SheFund has given me the freedom to develop my own brand, which is my ultimate goal. It has reduced my mental stress, as I can now truly begin without the pressure of paying interest."

— Debora Nijs, founder of Newds
& one of the winners in 2023

The funds are used for various purposes, each having a significant impact on the womenpreneur. For example Debora who sells beauty products and lingerie for women of a darker complexion. She received € 10,000 and was able to achieve three longterm goals:

- Start of her own branded lingerie line
- Increase her inventory and range of products
- Access to courses or events important within her field

2023 WINNERS



Iera Sih Nguijoel
Cuff Season
Lina Laplume
Plume Evasion
Aurelie Shomari
Mangazi Studio
Debora Nijs
Newds.be

A WORD FROM OUR FUND-PARTNERS



We believe in the power of inclusion and equal opportunities. With our focus on the Sustainable Development Goals (SDGs) such as gender equality, reducing inequality, and promoting decent work and economic growth, our support for #SheDIDIT is a natural extension of our own commitment. Our SDG focused on education aligns perfectly with the coaching and open courses #SheDIDIT provides for its candidates. Even after the competition, we remain available for knowledge sharing. We are convinced that supporting more female entrepreneurs from diverse backgrounds is a vital engine for economic growth and inclusion. By supporting the #SheFund, we hope to contribute to a world where every woman has equal opportunities to realize her entrepreneurial dreams.

— Barbara Rommens, Managing partner



Our partnership represents a strong commitment to encouraging female entrepreneurship and driving meaningful change. By combining #SheDIDIT's expertise in empowering female entrepreneurs with Funds For Good's impactful financial expertise, we are creating a powerful platform to support women who face barriers in accessing funding and business opportunities. This collaboration goes beyond providing financial resources—it also offers tailored support through coaching, networking, and visibility, helping female entrepreneurs grow with confidence. Together, we are addressing the gender gap in entrepreneurship and working to build a more inclusive business ecosystem where women have equal opportunities to succeed.

— Olivia Van Hellemont, Impact Coördinator



We aim for a more inclusive society by facilitating the creation and development of sustainable businesses and jobs for every individual, especially those facing financial and social inequality. The percentage of female entrepreneurs with diverse backgrounds in Belgium is still far too low. This is all the more reason for Microstart to break down the barriers these women face, in collaboration with #SheDIDIT. By contributing to the #SheFUND, Microstart, together with #SheDIDIT, is taking another step towards inclusive financing.

— microStart

Thanks to these three organizations, as well as Tinotenda Chibebe, Lydie Missie, and Izzy van Aelst, for being part of the judging board.

Bérénice Sunzu
#SheFUND manager



Community & Events

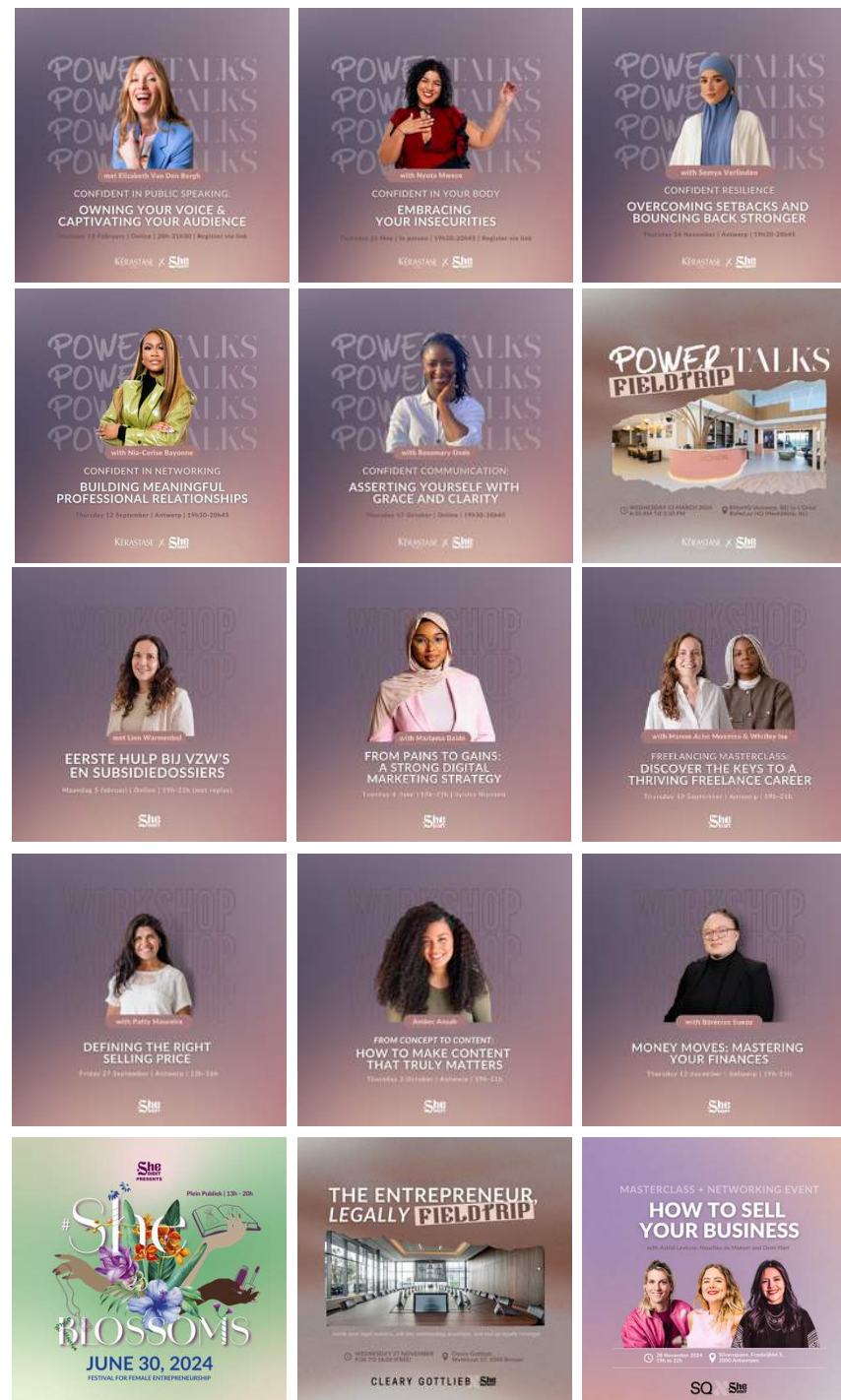
#SheDIDIT Community and events

2024 in a nutshell: A key part of #SheDIDIT since its start in 2018 has been the workshops and networking events—moments where our community could come together, connect with like-minded women, and expand their professional network. This year, we once again focused on key themes such as marketing and finance in our workshops. Access to knowledge remains powerful. During the PowerTalks, in collaboration with Kérastase, we highlighted various topics, with a central focus on bridging the confidence gap and even had an international speaker Nia-Cerise Bayonne.

Additionally, 2024 marked the first time we organized field trips. In March we traveled to L'Oréal's headquarters in Amsterdam, and in the fall, we visited the law firm Cleary Gottlieb in Brussels. However, it wouldn't be a #SheDIDIT year without challenging ourselves. Last year we hosted our very first #SheBlossoms festival and a large networking event at Silversquare. More about them on the next page!

In short, it was an incredible year for our community to connect and learn. We can't wait for 2025.

Iman Hussein
Events & Community
manager





POWER TALKS x **#SheDIDIT** KÉRASTASE PARIS

FIELDTRIP | 13 MARCH | AMSTERDAM

In 2023, we partnered with Kérastase as their Benelux partner for the PowerTalks—a program designed to help women recognize their potential, build self-esteem, and develop the skills and mindset needed to overcome the Confidence Gap. After a successful first year, we went the extra mile (literally) in 2024 and co-organized a field trip to L'Oréal's headquarters in Amsterdam. Over 30 women joined us for a tour of the impressive office, a panel talk featuring Tiany Kiriloff, Angela Onuoha, and others, as well as a speed-dating session with L'Oréal experts. The day symbolized true connection between women from different walks of life, having honest conversations about what it means to be confident as business woman and simply close the confidence gap.

Thank you so much for organizing this wonderful trip. I'm so glad I joined and had the chance to meet so many amazing women. I'm truly grateful for all the inspiration, meaningful connections, and positive vibes. I definitely feel a confidence boost after this event—mission accomplished! — Jiawen

[Watch the aftermovie](#)



CLEARY GOTTLIB **#SheDIDIT**

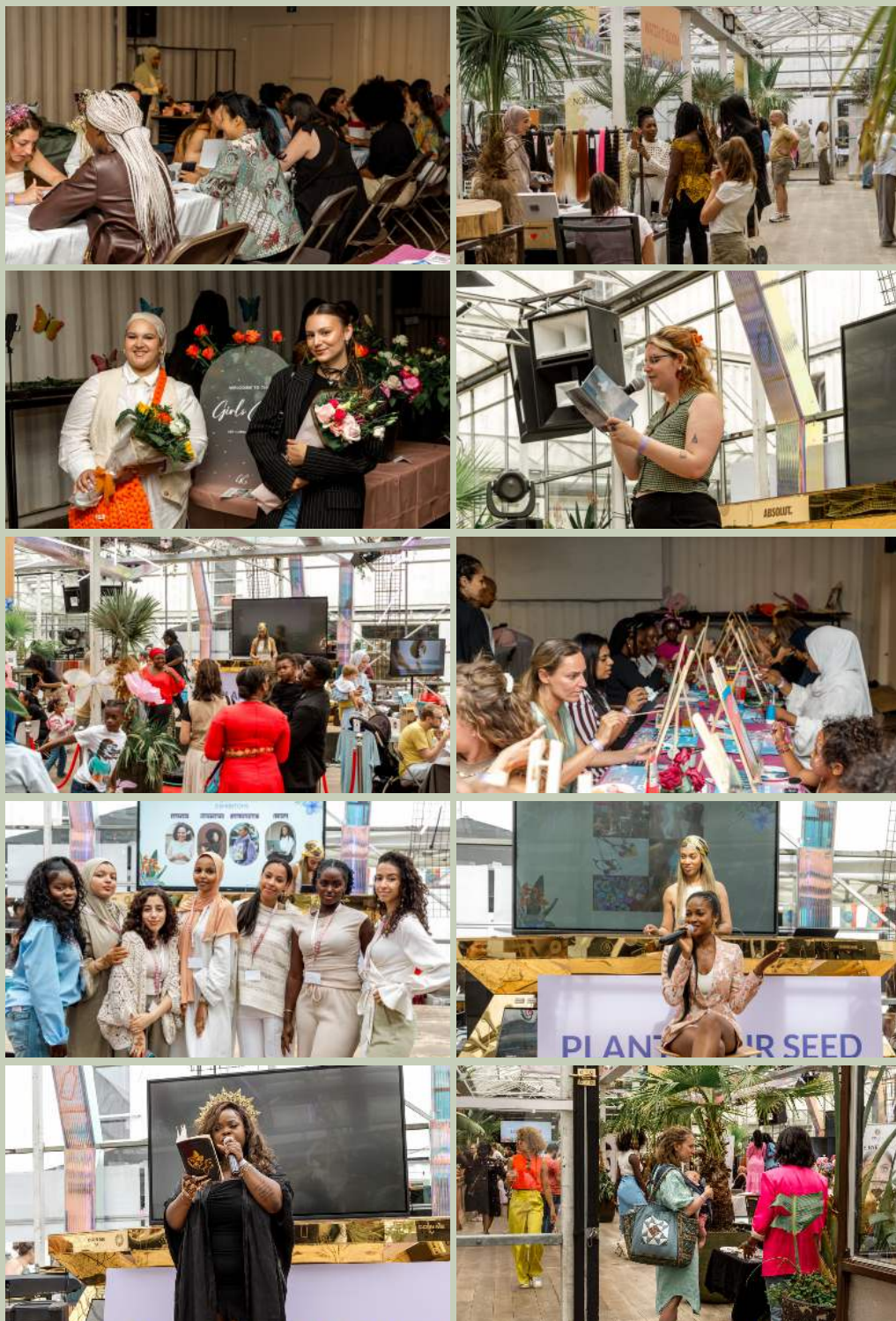
FIELDTRIP | 27 NOVEMBER | BRUSSELS

It's not always a given for entrepreneurs to have access to legal knowledge, understand the steps to take, or navigate the Belgian administrative maze. To improve our womenpreneurs' access, we partnered with Brussels-based law firm Cleary Gottlieb, which hosted us for a day filled with opportunities to resolve women's legal matters, ask pressing questions, and leave the firm legally empowered—ready to take their businesses to the next level. The day was divided into different sessions where lawyers shared their expertise on corporate law, commercial contracts, intellectual property, and data protection. Afterwards, the women had the opportunity to discuss their legal concerns in a speed-dating format. It was a powerful partnership that helped +20 women grow to another level.

The presentations were extremely interesting and I wish I had known all those concepts at that level of detail in the early stages of my pre-starter trajet.

— Carolina

[Watch the aftermovie](#)



#SheBlossoms

JUNE 30, 2024

FESTIVAL FOR FEMALE ENTREPRENEURSHIP

As the sun shone, marking the beginning of summer 2024, we organized our first festival, #SheBlossoms—a blooming fusion of female ambition and diverse entrepreneurship. Once visitors entered Plein Publiek's serre, they were immersed in women's dreams turned into reality and a powerful sense of empowerment. It also meant showcasing the diversity of #SheDIDIT's programs in the form of:

- **Diverse market:** Over 20+ brands featuring products, services, and food
- **Entertainment:** Performance by Mya Sima, spoken word by Maravilha & Rosie Guillauma, and vibes set by DJ Assia
- **Workshops:** Flower arrangement by Girl's Club and a painting workshop by Paintly
- **Talks:** Speed dating with L'Oréal mentors and business fixes with our business coaches

Proud to have hosted our first festival with 500+ visitors, surrounded by people committed to growth; they felt like the sun—needing to rise toward success. Special thanks to our partners:

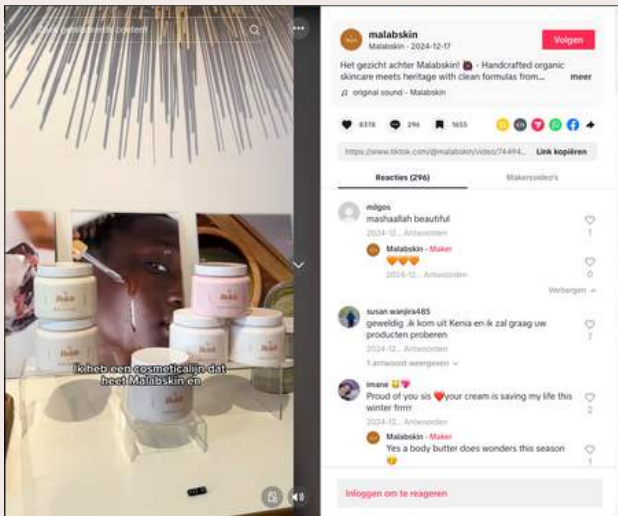
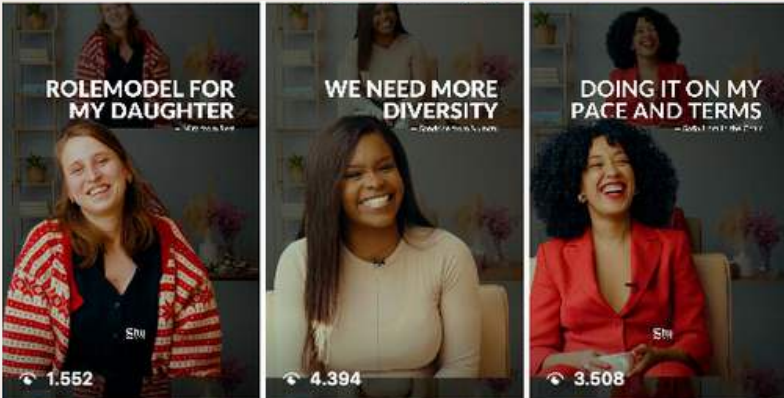


[Watch the aftermovie](#)



Storytelling

From sharing experiences and stories from our community...



... to sharing our expertise



🔒 **Waarom de ondernemerswereld nog altijd zo wit en mannelijk is volgens Lien Warmenbol: ‘Opvallend veel jonge vrouwen dromen van een eigen zaak, maar worden niet serieus genomen’**



© GF



Nathalie Le Blanc

Journalist Knack Weekend · 07-03-2024, 13:36 ·
Bijgewerkt op: 07-03-2024, 23:01 ·

[Read here](#)

Our #SheDIDIT social platforms were never used to hit targets or numbers, but always to tell a story. From the start, we've been sharing stories emerging from our communities or experiences from our coachees. We firmly believe in sharing one's story because you never know what you'll need for your survival guide.

Last year, we dabbled in sharing more of our expertise online, through videos and written content. After years of coaching, we realized that beyond storytelling, we also have a responsibility to educate and use our platforms as a resource.

Moving forward, we're still committed to shifting the idea of what and who a womenpreneur can be. We want to break generational and cultural stereotypes and redefine entrepreneurship as something diverse, accessible, and inclusive.

Siham Zarkan

Co-founder &
Communications manager

Amber Ansah

Content creator



About us

The team behind the vision



Lien Warmenbol
Founder & Director



Siham Zarkan
Co-founder & COO



Wendy Agyin
Head business coach
#SheMeansBusiness



Manon Acke Moembo
Partnership manager &
Business coach



Harisonne Meert
Youthpreneurs manager



Angela Bosnjak
Youthpreneurs coach



Sandra De Jager
#SheHUB manager



Amber Ansah
Content creator



Iman Hussein
Events & Community
manager



Aimée Lobé
Area manager Brussels
& Business coach



Bérénice Sunzu
#SheFUND manager &
Business coach



Patty Maureira
Business coach



Karima El Moussaoui
Business coach



Rosemary Dede
Business coach

& Our boardmembers: Laurence Jacobs, Tinotenda Chibebe, Ange-Vanessa Nsanzineza, Radhika Singh, Paul Lippevelt, Karijn Bonne, Maureen Duru, Artemis Kubala, Mariama Balde, Francesco Zatelli

Workshops, keynotes and other memorable moments



Panel About the PowerTalks for L'Oréal in Amsterdam & Brussels



Visit by the previous U.S. Ambassador to Belgium Michael Adler & his wife



PowerTalks hair oil for Women's Day, our partnership with Kérastase



Keynote story of #SheDIDIT for Cleary & Gottlieb clients and partners



Strategy day with (part of) the team and boardmembers



Workshop working in diverse teams for Wintercircus



Study places in our #SheHUB (during the summer break)



Workshop inclusive entrepreneurship' for Thomas More students



Our other win: ENII Award

The Inclusive Entrepreneurship Award is an initiative by the European Network of Innovation for Inclusion (ENII), aimed at recognizing and promoting innovative and impactful practices that foster entrepreneurship among underrepresented or marginalized groups. #SheDIDIT was chosen as the 2024 winner, giving us the opportunity to travel to Madrid and present our story. Afterwards, the organization visited us in Belgium, enjoying a three-day field trip.

This international award highlights organizations and programs that successfully create inclusive opportunities, empower disadvantaged individuals, and contribute to social and economic inclusion through entrepreneurship. The initiative supports knowledge exchange and collaboration across Europe, showcasing exemplary projects and providing opportunities for others to learn from and replicate these practices.

#SheDIDIT also holds other awards:

- The Union Diversity Awards (2023)
- The Lady Godiva Prize (2021)

Our timeline



2018

Birth #SheDIDIT



2020

#SheDIDIT the book



2022

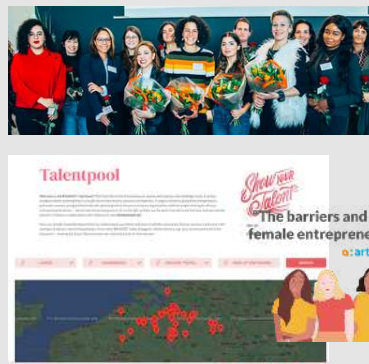
Opening concept store



2024

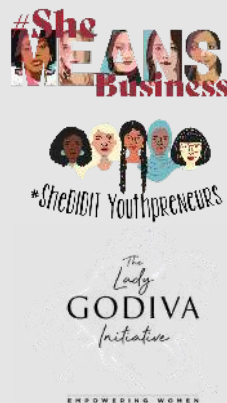
Consolidation

Research & Community building



2019

Incubator programs



2021

Investments



2023

#SheDIDIT TOTAL IMPACT

2018-2024

What we do

number of coachees in each program

428



813



154



41



Events

Attendees in Flanders & Brussels

11k+

Online platforms

Combined online reach

+ 1.2M

Talentpool

Open source database profiles

350+

BECOME AN IMPACT PARTNER

Give the gift of opportunity

be the change, donate to a dream

Manon Acke Moembo
Partnership manager

How to support



where diversity meets
womenpreneurship